

# Advanced Radio Mapping

EXHIBITOR STAND PERFORMANCE · SAMPLE REPORT

## Kessler Pumpen GmbH at ProFlow 2026

ProFlow 2026 · Rheinhalle Messe Arena · 10–13 March 2026

*How one exhibiting stand performed across four fair days: unique device traffic, the engagement funnel, dwell quality, zone-by-zone performance, behavioural cohorts, and rank against the event median — from passive WiFi sensing, with no app, no tags and no cameras. All data in this sample is synthetic and illustrative; all names are fictional.*

### SAMPLE — ILLUSTRATIVE DATA

Sample v1.0 · August 2026 · SKU A1 · Tier 1 (Tier 2 upsell shown)

ProFlow 2026 · Rheinhalle Messe Arena · 10–13 March 2026 · stand: **Kessler Pumpen GmbH** (640 m², 2 floors, 12 ARM sensors) · WiFi passive sensor intelligence · probe request detection · unique device counts · Force Atlas 2 + Louvain community detection

Executive summary

Across the four days of ProFlow 2026, the Kessler Pumpen stand was detected by **18,400** unique devices, of which **1,656** (9%) engaged — dwelling at least 30 seconds in the vicinity of a stand zone — for an average engaged dwell of **34 minutes**. 24% of detected devices returned on a later day.

Measured by engaged devices, the stand ranked **#2** of 452 exhibiting stands — against an event median of 97 engaged devices per stand (comparators anonymised). The DemoRig Arena and PumpLine A carried the product story: together they account for the largest share of qualified zone visits after the Welcome Desk, and the meeting-intent cohort — 9% of qualified visitors — concentrated on the upper Meeting Deck.

The clearest opportunity is the passer-by pool: 2,208 devices (12%) approached within detection range but did not cross the 30-second engagement threshold. Section 5 quantifies the conversion levers.



1 · Daily attendance

| Day                          | Devices detected | Engaged | Engagement rate |
|------------------------------|------------------|---------|-----------------|
| Tue 10 Mar                   | 5,980            | 397     | 6.6%            |
| Wed 11 Mar                   | 7,654            | 547     | 7.1%            |
| Thu 12 Mar                   | 6,698            | 464     | 6.9%            |
| Fri 13 Mar                   | 3,588            | 248     | 6.9%            |
| Event total (devices × days) | 23,920           | 1,656   | 6.9%            |

Multi-day visitors count once per day; the event-unique figure (18,400) counts each device once.

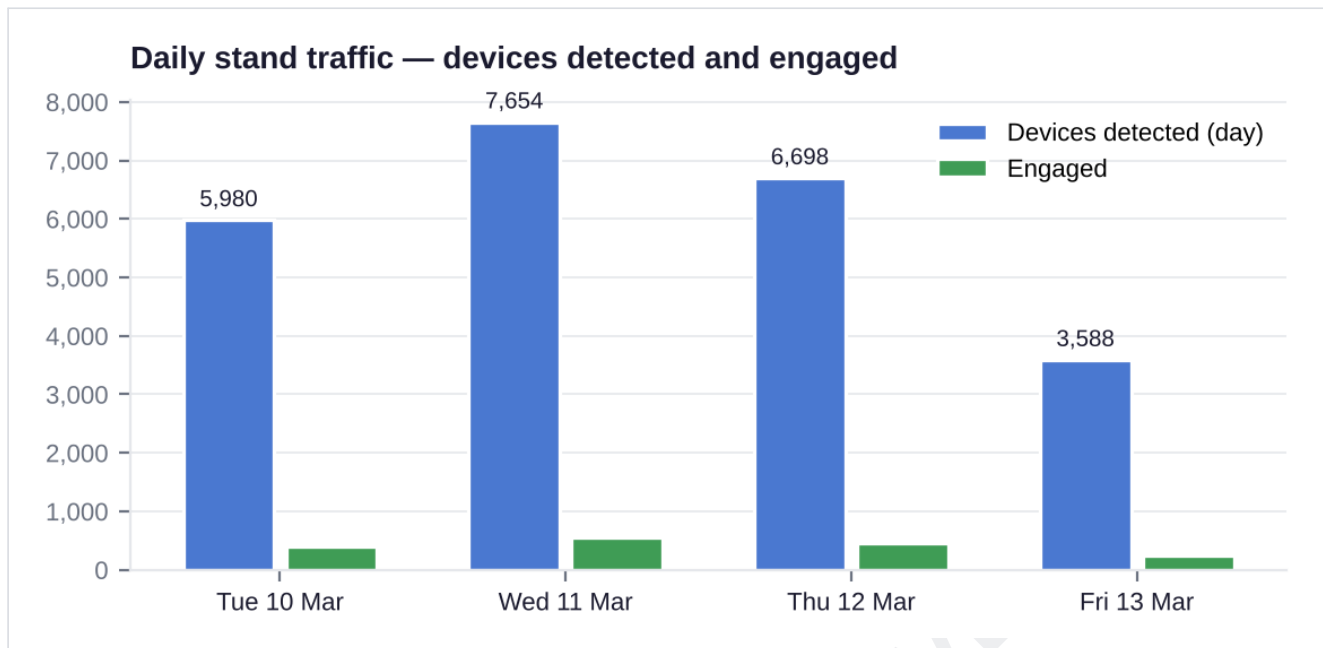


Figure 1 — daily stand traffic · ProFlow 2026 · 10–13 March 2026 · illustrative synthetic data (no dashboard capture)

## 2 · Engagement funnel

Every detected device resolves into one of three tiers by signal strength and time: engaged ( $\geq 30$  seconds in zone vicinity), passer-by (moved through below the threshold), faraway (periphery, weak signal).

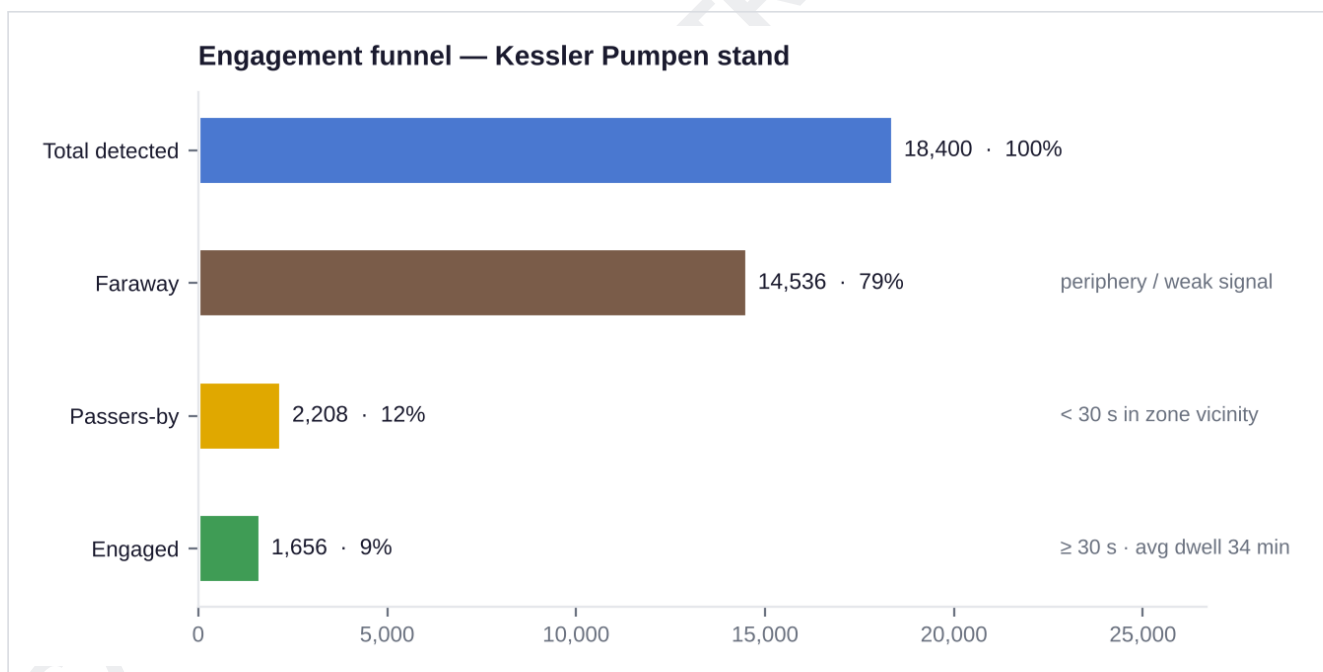


Figure 2 — engagement funnel · ProFlow 2026 · 10–13 March 2026 · illustrative synthetic data (no dashboard capture)

The passer-by tier — 2,208 devices — is the actionable gap: these devices came within range of the stand but were not held. At the observed engaged rate (9%), converting one passer-by in five would have lifted engaged contacts by roughly 442 over the event.

3 · Dwell quality

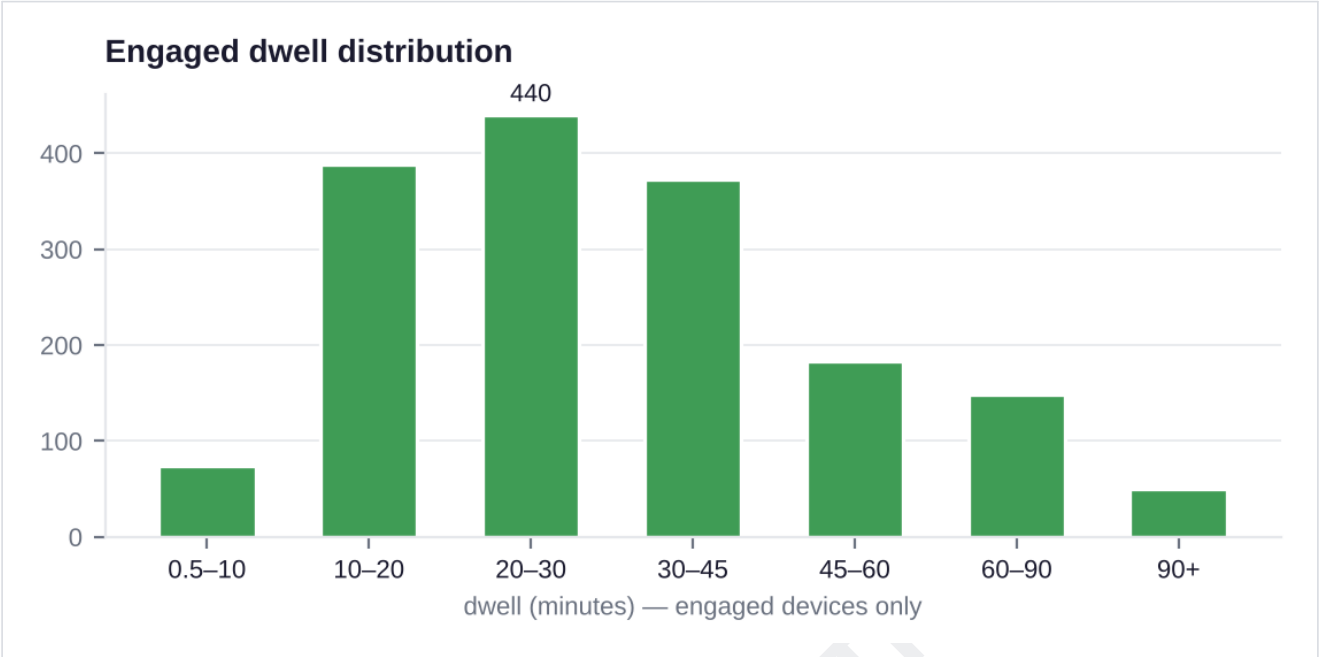


Figure 3 — engaged dwell distribution · ProFlow 2026 · 10–13 March 2026 · illustrative synthetic data (no dashboard capture)

Median engaged dwell was 28 minutes against a mean of 34 — a long-tail pattern: most engaged visits are focused product conversations, and a smaller cohort of extended visits (45+ minutes) corresponds to hosted meetings and demo sessions.

4 · Zone performance

| Stand zone         | Tue | Wed | Thu | Fri | Total |
|--------------------|-----|-----|-----|-----|-------|
| Welcome Desk       | 754 | 964 | 844 | 452 | 3,014 |
| PumpLine A         | 502 | 643 | 563 | 301 | 2,009 |
| PumpLine B         | 367 | 470 | 411 | 220 | 1,468 |
| DemoRig Arena      | 589 | 754 | 660 | 354 | 2,357 |
| Control Room       | 164 | 210 | 184 | 99  | 657   |
| Meeting Deck       | 106 | 136 | 119 | 64  | 425   |
| Espresso Bar       | 280 | 359 | 314 | 168 | 1,121 |
| Service Alcove     | 22  | 26  | 24  | —*  | 72    |
| Perimeter Corridor | 638 | 816 | 714 | 382 | 2,550 |

\* Service Alcove, Fri 13 Mar: cell suppressed, n < 12 (k-anonymity floor). The suppressed value is excluded from the zone total.

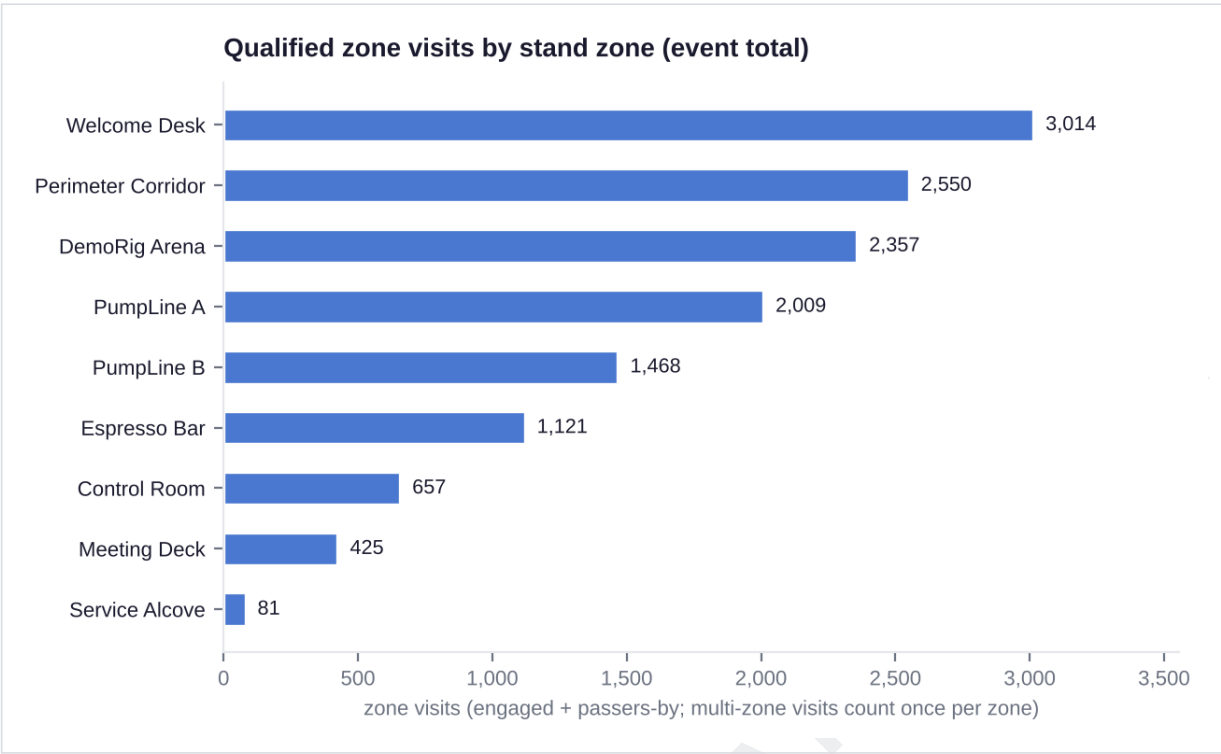


Figure 4 — qualified zone visits by stand zone · ProFlow 2026 · 10–13 March 2026 · illustrative synthetic data (no dashboard capture)

5 · Visitor cohorts

Louvain community detection on co-visitation groups qualified visitors (engaged + passers-by) into four behavioural cohorts. Community names are algorithmically generated and carry no intrinsic meaning.

|                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>C1 entry sweep — 1,623 devices (42% of qualified)</b>                                                                                                                                                                            |
| <b>Anchor zones:</b> Welcome Desk, Perimeter Corridor<br><b>Interpretation:</b> Perimeter-first orientation traffic; first touch for most visits — signage and staffing at the Welcome Desk set the tone for everything downstream. |
| <b>C2 product specialists — 1,198 devices (31% of qualified)</b>                                                                                                                                                                    |
| <b>Anchor zones:</b> PumpLine A, DemoRig Arena<br><b>Interpretation:</b> Deep product interest anchored on PumpLine A and the DemoRig Arena; longest zone dwell after the meeting cohort — the core commercial audience.            |
| <b>C3 meeting intent — 348 devices (9% of qualified)</b>                                                                                                                                                                            |
| <b>Anchor zones:</b> Meeting Deck, Control Room<br><b>Interpretation:</b> Small, high-value cohort concentrated on the Meeting Deck and Control Room; pre-booked meeting behaviour visible as long, few-zone visits.                |
| <b>C4 hospitality social — 695 devices (18% of qualified)</b>                                                                                                                                                                       |
| <b>Anchor zones:</b> Espresso Bar, PumpLine B<br><b>Interpretation:</b> Espresso Bar anchored; social/host traffic that also touches PumpLine B — hospitality converts adjacency into product exposure.                             |

## 6 · Findings & recommendations

- 1. Hold the passer-by pool.** 2,208 devices approached without engaging. Action: staffed demo intervals at the Perimeter Corridor edge of the DemoRig Arena at peak hours (11:00–14:00).
- 2. Protect the Wednesday peak.** Wednesday carried 32% of stand traffic at the highest engagement rate. Action: schedule launch moments and press slots on day 2, not day 1.
- 3. Meeting Deck under-fills Friday.** Meeting-intent traffic drops sharply on the final day. Action: release Friday meeting slots to walk-up demo bookings.
- 4. Returning devices signal follow-up intent.** 4,416 devices (24%) came back on a later day. Action: cross-reference badge scans and CRM meetings against day-over-day return timing.

## Data limitations

This is a SAMPLE document. Every figure, count and name in it is synthetic, generated for illustration; venues, events, exhibitors and zones are fictional. Real engagements are produced from live dashboard data. Sensor-derived counts are calibrated at approximately 92% of gate-truth attendance in comparable venues.

All counts are unique detected devices, not people. Devices with WiFi off and some devices using MAC randomisation are not captured, so actual visitor numbers are higher than reported device counts.

“Engaged” means a device dwelling  $\geq 30$  seconds in the vicinity of a sensed zone (platform-defined threshold).

Spatial figures are density functions derived from sensor-perimeter detection — not location tracking of individuals.

k-anonymity: no reported cell represents fewer than 12 devices. Cells below this threshold are suppressed and footnoted (cell suppressed,  $n < 12$ ).

Repeat-visit metrics (returning share) are valid within the event campaign salt lifetime only; the salt is destroyed at event close.

Stand-vs-event comparators are anonymised aggregates across all exhibiting stands; no other exhibitor is identifiable.

## Report SKU card

|                   |                                                                                                                                                                                           |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SKU               | A1 · Exhibitor Stand Performance Report                                                                                                                                                   |
| Buyer             | Exhibitor (event marketing / stand owner) — sold per stand, per event                                                                                                                     |
| Question answered | What did our stand actually do — traffic, engagement, dwell, returning visitors, zone performance — and how did it rank against the event?                                                |
| Tier              | Tier 1 AUTO (template, generated from dashboard data) · Tier 2 ANNOTATED upsell adds analyst findings & recommendations                                                                   |
| Gates             | G3 k-anonymity — minimum stand traffic required; cells under 12 devices are suppressed. G4 zone granularity — the stand must be a sensed zone (sensor placement agreed before the event). |
| Page count        | 6 pages including this card                                                                                                                                                               |
| Data basis        | Passive WiFi sensing · unique devices, not people · engaged = $\geq 30$ s · all figures in this sample are synthetic and illustrative                                                     |

Names of the fair, venue, exhibitor and all zones are fictional. Sample generated from a seeded synthetic dataset (seed 20260805).